

Ruth Stachura MBA, RN

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SUMMARY

Highly driven, results-oriented medical device sales leader experienced in National/Corporate Accounts across multiple business sectors. Adept at building successful teams, team retention and people management, coaching, complex contracting, and high-level negotiation. Have diversified experience across many clinical service line sectors, including new product launches, cross functional team leadership, reimbursement in complex markets, IDNs, C-Suite sales with a proven record at exceeding growth targets and strategic objectives. Have MBA with focus in healthcare, a RN clinical cardiovascular and neurosurgery background which adds unique dimension to navigating sales and business objectives across the current complex healthcare market.

EXPERIENCE

Integra Lifesciences- 2014-present

National Director IDNs East, Enterprise Corporate Accounts- 2017-present

- Promoted to lead Enterprise IDN contracting team for Eastern Half of the U.S the entire Integra product portfolio, \$176M revenue management, 5 direct reports of Enterprise Directors
- Exceeded strategic financial and operational goals for self and team each year
 - 2021-Top 5 revenue achievement positions from Team East, including my own portfolio of IDNs I manage- 9% East overall vs. West 3.4%
- 100% retention of team since managing Team East since 2017 with largest overall growth on national team
- All IDN President's Club Winners in Enterprise have come from my team
- **President's Club Winner 2021** for IDNs I personally manage

Enterprise Executive Director 10/2014 to 1/2017

- Manage enterprise IDN account strategy for 7 key IDNs on East Coast with \$28M revenue responsibility
- Exceeded revenue targets each year, **2017 President's Club Winner** for highest growth achievement in Enterprise team

Edwards Lifesciences Corp. - Mid-Atlantic US

Sr. Cardiovascular Sales Program Manager-9/2010 to 10/2014

- Developed and implemented minimally invasive valve/cardiac surgery programs with clinical and economic modeling for ROI, cross divisional collaboration for sales, contracting/execution strategic goals. Market access focus.
- **"Rookie of The Year"** first year, sales excellence awards 2nd year, 3 consecutive **"Heart"** awards for exceptional performance, teamwork, product growth

SKILLS

- IDN contracting and negotiation
- Executive leadership and team management
- Healthcare economics and finance/Health policy and reimbursement
- Complex capital and disposable sales expertise
- Multi franchise team management and collaborative selling
- Market access/new market growth
- CXO selling

EDUCATION AND TRAINING

MBA: Health Care Administration, 2008 **joint degree from the School of Medicine and School of Business, focus on health care economics*

Johns Hopkins University - Baltimore, MD

Bachelor of Science: Nursing
California State University

PUBLICATIONS AND HONORS

- Member, Alumni Association
Johns Hopkins Carey Business School
- 2 Publications: *The Opportunity of Boarding Admitted Patients in the Emergency Department. Academy of Emergency Medicine. 2007 Apr, 14(4):332-7* *The Financial Impact of Ambulance Diversions and Patient Elopements. Academy of Emergency Medicine. 2007 Jan; 14(1):58-62*

Zoll Medical Corporation - Mid-Atlantic US

Territory Sales and Business Develop Manager, 05/2009 to 09/2010

- Business development and sales for expanding physician networks for wearable defibrillator technology for cardiologists, cardiac surgeons, internal medicine and electrophysiologists.
- Market access focus
- Complex selling including economic modeling of healthcare and expenditure costs, coordinating reimbursement efforts for Medicare/Medicaid/private insurance in outpatient market

Meridian Medical Technologies Inc. - Mid-Atlantic US

Territory Sales Manager, 2007 to 2009

- Created new market for innovative start-up for early STEMI detection device/software driven platform involving capital/disposable sales targeting Emergency Medicine and Cardiology
- Market access and sales growth

Maquet-Getinge Group (Datascope Corp) - Eastern US/ Canada

Area Sales Director, 1998-2007

- Built successful sales team and direct management of 10 sales, clinical and procedural specialists in complex capital and disposables sales of OR/ICU cardiac portfolio
- Managed distributor channel for Canadian sales
- Managed P&L for team
- IDN/GPO contracting/key account management
- Team ranked #1 in country after 1st year
- Sales Account Manager-1997-2002, Rookie of The Year, Sales Consistency Award for top performance 5 years in a row, Brilliant Partners Award for best teamwork between sales and clinical, Special Achievement awards 5 separate years

PROFESSIONAL DEVELOPMENT

Advanced Leadership: Theory & Practice, Johns Hopkins University

C-Suite Selling

Miller Heiman

Negotiation Training-Matrix Achievement Group

S.P.I.N. Selling

Integrity Selling

Diagnostic Selling-Beyond Selling to Business Development

Principles of Professional Selling

Win-Win Negotiations

DNA Selling

Leadership Breakthrough Training I-JFDI Leadership Intl.

Mastering the Complex Sale

Understanding Finance & Accounting-National Seminars Group

Integra Lifesciences Management Training Course

- Graduated Summa Cum Laude
Johns Hopkins University

CERTIFICATIONS

Registered Nurse, State of Maryland